



## Re-designation Update

Estes Park, Colorado  
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## Revised Process - Summary to date:

- *35 re-designations conducted since April, 2011*
- *2 coalitions dropped out in 2011*
- *We've received largely positive feedback on process from Coordinators and Stakeholders*
- *Webinar format allows for interaction between DOE and coalition presentation team.*
- *Stakeholder interviews have been invaluable to DOE HQ.*
  - *Calls generally last 15-20 minutes.*


## What we've learned:

- *Stakeholders are huge fans of coalition activities and Coordinators!*
- *Each coalition has unique characteristics and capabilities.*
- *Stakeholders appreciate DOE taking the time to get their opinions; they feel their opinions are valued.*
- *Stakeholders have some great ideas; you just have to ask for their input!*

## What we've learned, cont'd.

- Many stakeholders are unaware of the tools and resources available on the Clean Cities and AFDC websites.*



**Alternative Fueling  
Station Locator**   
Find alternative  
fueling station locations.

- In general, Coordinators who work closely with other nearby coalitions feel like they have a support network they can call upon.*
- Networking and information sharing are seen as the most valuable aspects of Clean Cities meetings.*

## Stakeholder feedback about coalitions and Coordinators:

- *“Outstanding, positive ambassadors for Clean Cities”*
- *“The coalition is really great to work with.”*
- *“They have been extremely helpful....”*



## Greatest Strength:

- *“The coalition’s ability to bring all the different entities together to promote alternative fuels, and share information about what’s working, what’s not, available grants, vehicle performance and to find new products.”*

## Some Issues

- *Branding*

- *In some coalitions, “stakeholders” we spoke with are not even aware of what a Clean Cities coalition is, or that they’re members of a coalition. (ouch!)*
  - *A coalition is more than just its Coordinator!*
  - *In some cases, stakeholders identify with the parent organization, not with the Clean Cities program.*

- *Focus*

- *Many coalitions need help determining the best area(s) on which to focus their energies.*





## Noteworthy Coordinator Activities

- *Successful use of AmeriCorps volunteers – [Alamo Area](#)*



- *Taking training courses at local Center for Nonprofit Excellence – [Southern Colorado](#)*



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## More Noteworthy Activities

- *Annual funding workshops – East Bay*



- *Requiring Board members to bring in 5 new stakeholders each – Kentucky*





## More Noteworthy Activities

- Promoting the production and use of biodiesel*  
*Ocean State (Rhode Island)*



- Getting stakeholder input using SurveyMonkey – Iowa*



## More Noteworthy Activities

- *Outreach to the tourism industry - Central Florida (formerly Space Coast)*



- *Reviving a dormant coalition – Greater Washington Region*



## More Noteworthy Activities

- *Tenacity: bringing alt. fuels to Bradley Int'l. Airport after 10 years of work – [Capitol Clean Cities of CT](#)*



- *Successfully moving coalition to 501(c)(3) status – [Middle Tennessee](#)*



## Noteworthy Activities, cont'd.

- *Showing Clean Cities videos on airport monitors*  
*Western Washington*



- *Taking advantage of available state funding sources*  
*Houston, Pittsburgh*



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## Noteworthy Activities, cont'd.

- *Use of CMAQ funding – Genesee Region (NY)*



- *Outstanding coalition meetings – Southeast Florida (formerly Gold Coast), Massachusetts*



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## Noteworthy Activities, cont'd.

- *Successful use of media – Tucson, Kentucky and Antelope Valley*





## Noteworthy Activities, cont'd.

- *Outstanding Board involvement – Sacramento, East Bay, Land of Enchantment (New Mexico)*



- *Converting Atlantic City Jitneys (shuttle buses) to CNG  
New Jersey*



## Noteworthy Activities

- This is just a sampling of some of the good ideas and accomplishments we've learned about through the re-designation process.
- We can't stress enough the importance of regular networking with your fellow Coordinators, and with stakeholders, to keep those ideas flowing.

## *Tips for Preparing for the Webinar*

- *Start early.*
  - *Provide requested information in a timely manner.*
  - *Less is more: Use bullets; keep slides uncluttered.*
  - *If you're planning any major coalition changes, now is the time to bring them up!*
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- *Contact Ellen Bourbon, New West Technologies, with any questions:*  
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## Questions ?